

WORK SESSION
OF THE BRIGHAM CITY COUNCIL
TO DISCUSS THE CITY'S VISION
AUGUST 30, 2005
6:00 P.M.

PRESENT:	Lou Ann Christensen	Mayor
	Jon Adams	Councilmember
	Holly Bell	Councilmember
	Alden Farr	Councilmember
	Reese Jensen	Councilmember
	Bob Marabella	Councilmember (<i>excused at 7:02 p.m.</i>)

ALSO PRESENT:	Ben Boyce	Director of Parks and Recreation
	Sharon Brailsford	Administrative Assistant
	Jim Buchanan	Director of Emergency Services
	Mary Kate Christensen	City Recorder
	Larry Douglass	Director of Museum-Gallery
	Nancy Green	Director of Senior Center
	Sue Hill	Director of Library
	Kevin Lane	Planning Commission Co-Chair
	Paul Larsen	City Planner
	Bruce Leonard	Director of Public Works
	Stuart Reid	Consultant
	Dennis Sheffield	Director of Finance
	Andy Shingle	USU Director
	Mark Teuscher	City Planner
	Don Tingey	City Administrator
	Paul Tittensor	Chief of Police
	Alan Wright	Director of Public Power

Mayor Christensen welcomed those in attendance and explained that the objective of the meeting was to decide on an agreed upon vision for where Brigham City is going.

Mr. Larsen summarized what the City has done as far as economic development since 2001. On May 31, 2001 the Council adopted the Brigham City Economic Development Strategic Plan. This was a result of several months of work by several stakeholders. In general, the Strategic Plan identified several "issue sets." The first is geographic location, and within that land availability and regional cooperation and competition. There were several goals set to address these issues. The second issue is quality of life, including arts and cultural activities; Main Street/Central Business District; parks, recreation and open space; entertainment/retail; tourism resources; public safety. The third issue is infrastructure and services, which includes telecommunications; basic infrastructure, meaning water, wastewater, storm water, electricity, natural gas and streets; transportation; public and community services; housing. The final issue set was economic development. This includes workforce development, marketing and promotion expansion and retention and recruitment activities.

Mr. Larsen then summarized the recommendations from the task forces. The Telecommunications Task Force recommended moving forward with UTOPIA. In Mr. Deen Coleman's presentation he said that fiberoptic is not the "silver bullet" to ensure Brigham City new business; however, it is a key factor.

The Economic Development Task Force recommended forming and empowering an ongoing Economic Development Board. This has been done. There were some immediate, mid and long-term economic development plans for the Board's direction.

The Cultural Arts Task Force recommended formation of a Board. This has been completed. They recommended a lot of things tied into downtown revitalization. They made recommendations to be done in one year, five to ten years, and twenty years.

The Downtown Revitalization Task Force made recommendations for three broad areas. One is what kind of facilities should be developed downtown, what kind of experiences should be encouraged downtown, and policy issues.

The West Forest Street Visioning exercise in January 2005 reviewed the strengths and weaknesses, opportunities and strengths of West Forest, and made some recommendations for the kind of environment the City wants to encourage on West Forest Street.

Mr. Larsen explained that in the Dan Jones Study conducted for Brigham City Parks and Recreation in May 2003, 82% reported that Brigham City is headed in the right direction. When asked what the greatest problem facing Brigham City is, 13% replied lack of businesses/stores. When asked what is the one major improvement they would like to see in the next five years that would make living in Brigham City better for them, 8% stated they would like to see more stores, restaurants and shopping.

Councilmember Jensen said he previously talked with the Mayor about how the Council can arrive at a consensus on where the City is headed. She asked him to give a presentation to the Council.

Councilmember Jensen said one of the problems he has experienced when working on projects is that the one thing that kills great ideas is indecisiveness, making a commitment and then moving forward. Throughout his career as he worked on projects, he found a system that seemed to work. He asked the Council to focus on the process, rather than the content.

Councilmember Jensen said as he has studied the City's values, focus areas, mission statement and vision, the mission statement should describe the purpose of the City. The mission statement is what sustains the City on a day-to-day basis, or what the citizens expect of the City. He said he agrees with all of these. The problem he is having is putting some substance to the vision statement "This is the Place." He thought maybe the Council has fallen short in defining what this really is. If 25 citizens were asked what their interpretation of what this really means, there would probably be 25 different concepts.

Webster's Dictionary defines vision as an "act or power of imagination and a mode of seeing and conceiving." Councilmember Jensen said we need to try and envision ourselves in the year 2012, because when the balanced score sheet was first implemented in 2002, the City submitted a ten-year vision, or 2012. The Council should ask themselves what factual statements they would like to make about the City in 2012. He said after reviewing everything he has been given on this, he thought the Council would like to say:

- ▶ we have preserved our hometown atmosphere;
- ▶ we are linked by commuter rail to cities along the Wasatch Front and by high speed broadband internet to the world wide network;
- ▶ we have preserved and enhanced our history, heritage, and cultural arts;
- ▶ we have enhanced our quality of life;
- ▶ we have strengthened our economy by building on the core business strengths and have attracted new high tech industry to our City;
- ▶ we have remained financial sound;
- ▶ we are known for our highly skilled workforce;
- ▶ our university is known as an intervention center for the research and development of new technologies;
- ▶ we have become known as the Northern Gateway to Utah and a destination site for area attractions.

If the Council agrees with these, the next step is to put it in the form of a vision statement. In that process, the Council will commit to make this a reality. He suggested the vision statement read, "This is the place - Brigham City. We will preserve our small town atmosphere. We will become linked to commuter rail and high speed broad band internet. We will preserve and enhance our

history, heritage and cultural arts. We will enhance our quality of life. We will strengthen our economy. We will remain financially sound. We will be known for our highly skilled workforce. Our university will be known as an intervention center for the research and development of new technologies, and we will become the Northern Gateway to Utah and a destination site for all attractions."

Councilmember Jensen showed a picture of the Brigham City booth at the County Fair. The youth volunteers came up with the idea; they conceived what they wanted Brigham City to be. They, along with the adult leaders, put together this display which Councilmember Jensen felt says it all. It's tradition, it's heritage, it's keeping our roots, it's maintaining our hometown environment, it's everything. The significant thing about this display is that the youth of the community put this together. When the Council talks about visioning, we are talking about their future. Brigham City will be their town in 2012. The Council is affecting their world right now, and setting a vision for the City they want to live in.

In order to make all this happen, the first thing needed is a financial foundation. This gets into the importance of economic development. If the City does not have the revenue to put this together, it is not going to happen. If the Council does not want to raise taxes, there has to be another source of revenue. Therefore, economic development is the absolute foundation of the vision, whatever that vision may be. Enabling components are also needed. These include quality of life, parks and recreation, infrastructure, UTOPIA, public transportation, restore downtown, enhance our history, heritage and cultural arts, and historical building restoration. They also include building up the university and college, and developing and training the citizens to be a skilled work force. It also includes capitalizing on tourism. All of these pieces have to come together in a tightly knitted network to make it all happen. All of these are tightly linked. If one is moved, the whole vision will be dragged down with it. It is the connectivity of all of them that makes it happen, that makes it become a reality.

If the Council agrees on this, then the next step is to put together an implementation plan. The first step is to decide what the City should be in 2012. The next step is to take ownership to whatever is agreed upon. The next step is to appoint champions and keepers of the vision, and don't yield to nay sayers or cynics. Tell the story to employees, teams, organizations and citizens. Councilmember Jensen said this is not a Council project, this is not a staff project, this is a community project. The community has to buy into it and make it happen.

Councilmember Jensen continued that the City has a lot task teams and boards in place and are doing a lot of great things. He felt it would be appropriate, after agreeing on a vision, to look at these teams and validate what they are doing, validate their objectives, and make adjustments where necessary, and then sell the vision to these teams. After that, subordinate projects should be prioritized, making sure the right things are being worked on in the right order. There should be incremental goals and mileposts.

The City should make it easier for developers and keep it simple. Councilmember Jensen felt this was one of the most important things. A lot of projects are killed when they are over complicated.

Councilmember Jensen said in order to sell the vision to the employees, the citizens and the teams, they have to first understand the need for change. They will need to understand what the "now" condition is. Why isn't status quo good enough? What does better look like?

Councilmember Jensen said the key to all of this is everyone agreeing on the vision. Once that is agreed upon, then the process can begin.

Mr. Stuart Reid said based on the information Mr. Larsen has given him, the citizens of Brigham City are basically happy, and they are going to question why there needs to be change. One of the issues the Council is going to have to wrestle with is change, or progress, often confronts tradition. It is a balancing act. He said from his perspective, a community is a living, breathing organism.

If it is not fed, it will die. If you don't progress, you decline. As he explained at the last visioning meeting, Ogden City is a good example of that. At the same time, Brigham City does not want to lose its tradition, because it is what citizens like. It is their highest value according to the poll. The question becomes how do you continue to be a viable and vital community, and at the same time keep tradition?

Mr. Reid said when talking about economic development, the City is a business. It has customers, and the City has to identify who the customers are and who they should be, because that will begin to shape what is done and what kind of community Brigham City evolves into. The City wants a certain customer, so everything should be focused on that customer. The City also needs to look at the customers (citizens) that are currently living in Brigham City and what they expect out of the community. The City cannot lose them.

Mr. Reid felt that the City's Strategic Plan is excellent. The next step the City should do is put a time line on them, as Councilmember Jensen said. Every one of them should have goals and objectives, and all of them should have an assigned champion and/or a team, and every one of them should have specific dates within that year. The Council should vote on all of this, and there should be accountability by regular reports to the Council. He cautioned that there will be times when things don't work out, because the City will be dependent on other people, such as a developer or business coming in. The Council needs to be aware of these and be responsive, and understand.

Mr. Reid said when talking about a smaller community, if you want to attract people, whether tourists or people to live, work or play in Brigham City, there has to be an element that runs through the whole dynamic. In addition, it has to be beautiful. Brigham City can stand out just by that alone, because there are not too many other communities that have the kind of downtown Brigham City has. The downtown has to be perfect; it has to be beautiful. Every gateway has to be beautiful, because that is the image people will have of Brigham City, and what they will take away from their experience. This is one way Brigham City can really stand out and it really doesn't cost a lot to always keep it beautiful. Some things residents don't notice because they drive by it every day. Mr. Reid said the first time he went to Ogden, he thought it was ugly. He wasn't sure that the leadership understood how stark it was in terms of what it looked like. For example, there was a light pole outside his office and there was something particularly unusual about it. He brought each one of the councilmembers and Mayor in his office individually and asked them what they noticed about this light pole. They didn't notice anything unusual about it. He told them that it was ugly. It was rusted, there were dents in it, there were wires hanging, it was just ugly, and the whole downtown looked that way. They could see en masse the downtown was ugly, but they couldn't see the little things that they drove by every day. Mr. Reid said he drove down Main Street in Brigham City, and it is a beautiful place, but there are some improvements that need to be made. Brigham City's light poles are rusted as well. Mayor Christensen said the City plans to get new light poles. Mr. Reid said the downtown has to sparkle, and it does not cost a lot of money. The archway is something you want everyone to look at. That is why it is there. He said it is in pretty good shape, but it has to be perfect. The streetlights should not be gray or silver, they should be black. They should always be painted and be shiny. These little things make a difference. The buildings should be back to their original facade. Mr. Reid asked people in Ogden and Salt Lake what they thought about Brigham City, and they said the same things that the citizens of Brigham City said about itself. But again, it needs to be perfect. Get the false facades off the buildings, go back to the original look. The thing that is going to make Brigham City stand out and be different is the historical feel and look, with the new. He added that all the new should be focused back to the center because that is where the City's personality and identity are. The new stuff is simply to sustain the tradition. It is an economic engine that provides the means to sustain the perfectness of the downtown, and the history and the beautiful trees.

There should be events all around downtown, such as Peach Days. There should be a Peach Days every weekend during the summertime. People will come from Salt Lake City to have that experience if there is good entertainment with it.

The gateways to Brigham City need to be beautiful and shaped in such a way that they lead a person to the downtown. Mr. Reid recommended the main gateway should be Forest Street. It should be built out in such a way that it gets people off the freeway and leads them to the downtown.

Mr. Reid also recommended 900 North be more of an industrial and manufacturing area for economics, but it should still be beautiful. He used the industrial park just outside the University of Utah as a good example. It is landscaped and beautiful. It shouldn't be "ash and trash" piled up. It should be planned like any housing development with appropriate landscaping, special lighting, signage, etc. A lot of this could be at the developer's expense so it does not cost the City much.

Mr. Reid said the 1100 South corridor is more difficult because most traffic is traveling through to Cache Valley. This has to be the connector to Cache Valley. If Brigham City is going to try and own Utah State University there has to be the transportation connection so some of the students can live in Brigham City and get on the bus to the University. It has to be a transportation corridor, and try to get them to turn down Main Street. He suggested trying to move Bridgerland and USU Extension to downtown. This would allow a higher and better use for the buildings on the 1100 South and Main corner. It is a major corner, an economic node that the City should take advantage of. This corner is not currently at its highest and best use. It would also move the students to the downtown.

Councilmember Marabella was excused at 7:02 p.m.

Gateways have to be well planned; they have to have an economic purpose; they have to be beautiful. Signage is an important thing. There should be the right signage up and down the interstate to direct where people get off the freeway. There should be signs from Idaho to Ogden directing travelers to the West Forest Gateway.

Mr. Reid said whatever the Council decides Brigham City should be, the next step is to identify the City's customers, and then profile them. If you want to keep a small town atmosphere, and you bring in entertainment, jobs, more people living here, Brigham City will still be small compared to other communities, but it may not have a small town feel. If commuter rail comes to Brigham City, anyone can live here and work any place they want along the Wasatch Front. He asked if this supports the tradition, the small town atmosphere? High-speed broadband is only one element toward high paying jobs. This will also change the community. If these things are done, the history, heritage and cultural will begin to change a little bit. Mr. Reid said this is not bad. He suggested Brigham City be a combination of the new, modern and traditional.

Mr. Reid thought being the "Gateway to Northern Utah" is a great idea. This should help decide what Brigham City should be. What does it mean to be the Northern Gateway to Utah? Does it mean Brigham City is just another City people just pass by, or is it a statement about Utah?

Mr. Douglass said the assets should be looked at as discussed in the previous meeting. One of Brigham City's biggest assets is the history at the beginning of the community and the architecture to support that. Mr. Reid said depending on how this is presented, it will attract different people. For example, if it is presented as a historic, wonderful experience, people from all over the country will be attracted to come here. People want to get back to their roots. But if it is presented as strictly Mormon history, then customers are segregated.

Mr. Reid asked those in attendance who they want to attract to Brigham City? The majority said 30-40 year olds. Then they worked on the profile for this group. Typically they are married with children. The average household size in Brigham City is 3.09. Mr. Reid said this is an important profile because it indicates how big houses need to be. These people are not going to live in condominiums or high density housing. They are not going to live downtown. They will want to live in single family houses with a yard. Other profiles about this age group are that they want

family activities, such as water skiing, walking, soccer, 4-wheeling, baseball, basketball, etc. Things they do for entertainment are nature based, such as going to the lake to go skiing, bird refuge, etc. Mr. Reid asked what the City can provide that they can do together as a family. Councilmember Jensen said a lot of the City's events, such as Peach Days and Concerts in the Park people do as a family. Mr. Reid said these are good things, but they are at the City's expense. There are ways to do these things so the City does not have to pay for them, such as sponsorships.

Mr. Reid said this age group thinks they should have "arrived." They are over extending themselves to get into a home they probably cannot afford. If the City wants to retain their families, you should be thinking about entertaining the 20-30 age group and think about housing for the 30-40 age group. The 30-40 year olds will move to Perry and live on the bench where they have a view of the lake. Brigham City has a housing stock that is attracting the 20-30 age group. Chief Tittensor said the 30-40 year olds are boring. Mr. Reid agreed, adding that they are focused on their family and working hard. The moms are probably working and they are probably trying to save money for their children to go to college. They do not have a lot of disposable income.

Mr. Reid asked what the City needs to attract the 30-40 age group. Councilmember Jensen said a big driver for this age group is having a good, strong recreation program. If the kids are entertained, the parents will follow. Mr. Reid agreed that it is an absolute must.

Restaurants for this age group will be buffets, nothing too expensive. Mr. Reid said Brigham City can do some of these restaurants; however, Brigham City's population limits the number unless you can capture people traveling through.

Mr. Reid said 30-40 year olds want a 2,000-3,000 square foot home on a half acre. He asked Mr. Teuscher how many homes this size could be built in Brigham City. Mr. Teuscher estimated there could be 500 future homes built in Brigham City. Mr. Reid multiplied this by five to equal 2,500 people. He estimated this will happen over the next ten years, or 250 per year, or between 1% and 2%. This is the current rate of growth, so the City could not do anything and continue as is. However, this will not create the labor force to attract the jobs desired. There will not be the disposable income with this age group because they are spending all their money getting their children through school.

Mr. Reid felt the group chose the wrong age group. He recommended focusing on the 20-30 year olds and senior citizens, because they have similar shopping patterns and similar entertainment. They go to the movies, and they go to the same restaurants. Their recreation patterns will be different. The seniors will go to the bird refuge, take walks, go on road trips. The 20-30 year olds are the newlyweds, they think they have money and they spend a lot. Seniors will also spend money. They will shop. Both groups like to go down to Main Street, and the 20-30 year olds like to live on Main Street until they start having children. They want to live above the stores, which gives downtown a 24-hour presence. This means the City will have to have a night life. There will have to be things for them to do downtown in the evenings. They want to be able to get out of their condo, walk downtown and have something to do. This age group provides life, they provide excitement, and they spend money.

Mr. Reid said Brigham City's housing stock is geared for this age group. The seniors will move out. The older generation was the frugal generation. They did not leave. They raised their children in small homes. Their homes are paid for, and they are now moving away to condos, senior housing, etc. The poor and minorities will move into these homes, or if the City is geared for young couples, they will move into these homes. The City needs to find a way to attract this age group into the housing stock. The streets need to be beautified, the cracks out of the sidewalk, etc.

Mr. Reid said the 20-30 year olds like to do everything. They want diversity. They like water skiing, hiking, snow skiing, fishing, something different every day, and they eat out often.

Mr. Reid explained that Brigham City needs to capture this age group to the City's current housing stock. The families the City should try to attract are those that are progressing economically. The City should provide housing for these families, which means it needs to be protected over the next ten years. The City cannot let someone come in and build more of the same type of houses. The City needs to preserve the land for a little bigger yard and bigger home. He recommended looking at West Forest Street, which should be a boulevard. He added that they will also live in density housing. These two age groups mix very well.

Mr. Reid then discussed jobs for these age groups. Seniors are retired, so they will not need a place to work. He said companies do not worry about hiring middle managers, they move them. When companies come into a community and ask what the labor force is like, they are talking about the 20-30 year olds, those just out of high school and college. They want to know how many there are and if they are trained in the area they need. They will grow them up through the system, or transfer mid management from somewhere else. This age group are also the high-tech people, the start-up companies. He suggested in the manufacturing area of Brigham City there be some incubator spaces and partnership with the university for incubator, high-tech companies that may have 3-8 people.

Mr. Reid said Brigham City will need to be "hip/traditional" to attract these two age groups. All entertainment, health care and living facilities they need to stay in Brigham City needs to be available. The 20-30 year olds will grow, and some will stay here, but not all of them. If the City creates all the recreation, they will probably live in Perry and come to Brigham City to recreate. He explained that the City needs to get them to shop in Brigham City. People want to come where things are all in the same place. They want to eat, dine, shop all in the same place. They want to be around people. They want to have an experience with their neighbors. That is why farmers' markets are so successful.

Mr. Reid recommended there be a restaurant by the old depot when commuter rail gets to Brigham City. There also needs to be experiences on both sides of the depot within walking distance. There has to be density housing. It should be an economic node around this station. There should be an economic node by the freeway on West Forest, by the railway station, and one downtown, and there should be linkage in between.

Mr. Reid reviewed the City's proposed general plan map. He agreed with all the proposed zones except the area on West Forest. He explained that this is prime property and all the "ash and trash" had to go. It is the gateway to Brigham City and has to be beautiful. There cannot be storage units, construction operations, etc. on the gateway. He agreed that this is a big challenge, but it has to be done. West Forest should be commercial to draw people off the freeway, with mixed use to downtown, with emphasis on the retail/entertainment/commercial, supported with housing and office.

Mr. Reid cautioned that 1100 South needs to be protected. There has to be enough space to do retail along this corridor. There should not be any more encroaching on 1100 South. He recommended this be hotels and restaurants.

Mr. Reid recommended the City start marketing before all these changes are done. The developers need to think that the town is on the move.

Mr. Leonard explained the train car situation to Mr. Reid and said if the City encourages people to West Forest Street it will only get worse. He asked Mr. Reid if he felt the City should pursue a viaduct. Mr. Reid said no, because the City is going to do commuter rail and this is going to be an economic node. A viaduct will divide the street and divide the City's economics. People will get used to it and time their travels accordingly. He suggested the City talk to the railroad to see if something can be done.

The group then discussed what Brigham City's "story" should be. Mr. Reid said Ogden's is a western, country, hip, high-tech, college, resort town. This is what Ogden keeps promoting over and over. He felt that Brigham City's story is the same, but what Brigham City should promote that Ogden cannot is beauty. Ogden will never compete with that. Brigham City is small-town, traditional, country, hip, exciting, refreshing. Mr. Reid said if he was 20-30 he would choose to live in Brigham City if all the essential entertainment and services were provided that he can get in Ogden and Salt Lake City, because he would rather live in Brigham City because he is starting to think about a place to raise his kids. He suggested marketing that Brigham City has the "best of both worlds." A person can live, play and work in Brigham City, or some may have to commute to Ogden or Salt Lake, but a person who lives in Brigham City gets a beautiful, traditional, caring close-knit community with great sports and recreation activities provided by the City. He said he could sell this all day long. Being a small, beautiful community sets Brigham City apart from all the other communities that provide these same services. Mr. Reid said he has lived in Ogden and Salt Lake, and he has never seen the good will, harmony and congeniality of people like he has in Brigham City. The City needs to package this and sell it, because it is what everyone is looking for. In addition, it needs to be sold as hip, fun, and high-tech. This protects the traditional, yet it is exciting. He added that Brigham City currently suffers from the perception that it is dead. This perception needs to be changed.

Mr. Reid said he likes "This is the Place," but it has too much Mormon cultural to it. It means something to the Mormons, who are living in Brigham City now. It should be something that can be sent out on a brochure that makes people want to come here. It has no meaning to anyone outside of Utah. They do not know what you are talking about. Mr. Reid said Brigham City's story should be that Brigham City is on the move, with young, vibrant, high-tech, fun kids that we want in our community, and we love our seniors because they provide stability and tradition. The City should create a marketing plan for this with billboards. This attracts travelers on the interstate as well as other communities. The message that should be sent to the other communities is that if they want to live in a better place, move to Brigham City. Mr. Reid said the City should rent ten billboards with ten different messages, somewhat similar, telling the story. It should be just a line or two. He added that people like the old western theme, so he suggested tying that in as well.

Councilmember Jensen said he is still unclear what the mission statement should be. He felt that the mission statement should be determined, and then market that. Mr. Reid said when people think of Brigham City, they think of a bedroom community, kind of boring, but probably has good people in it. If that is people's perception, what has the City said about itself? Mayor Christensen said Brigham City is a family-oriented community, a good place to raise a family. Mr. Reid asked if the Council wants to change this image. The Council said they want to add to it. Mr. Reid said this is where the conflict is, because he is telling them something different. The Council is saying Brigham City is going to be a family-oriented place, and Mr. Reid is saying that is not Brigham City's market in 2012 to stay on the map. The City needs to attract a new market that is not here today, and that new market thinks Brigham City is boring and stodgy, and there is nothing to do. New blood is not being attracted to Brigham City. This is where there is a conflict, trying to keep the City the way it is and not thinking about the new customer. He asked the Council if they buy into the 20-30 population, because the message is going to be directed toward them, not toward families. The Council can decide to keep Brigham City as it is, and it will be fine, but that is not thinking about the next generation. Councilmember Jensen said he felt we can have both. We don't have to compromise what has made Brigham City great today - our values, our beauty, the safety of our citizens. Mr. Reid said if the City follows along the same path they are on right now, thinking to hold on to the traditions and all the good things the community has represented for over a century, the population will continue to age, and people will move in that do not have these same values. In fact, they do not even speak the language. That is what happened in Ogden. Mr. Boyce said he is seeing this already. He sees a deterioration in neighborhoods because as the older generation leaves, the houses are bought by landlords and turned into rentals, and the rentals turn them into dumps. Mr. Reid agreed that absentee landlords are a problem. In order to keep the goodness of Brigham City, the safer route is to control the City's message and control who the

City is recruiting, and infusing into the younger population these values. If this is not done, Brigham City will repeat Ogden's destiny.

Councilmember Jensen asked how this is stated in a vision statement. Mr. Reid suggested the Council take a few weeks and think about this, mold it over, and believe in it. As soon as they start believing in it, then they will start figuring out the message. He suggested they start talking to the 20-30 year olds in the community. Invite some of the students that are living in Logan to come to Brigham City and explain what Brigham City could do that would make them want to stop when driving to Salt Lake City. But first, the Council and staff members have to believe that the 20-30 year olds are the target the City should be marketing.

After the customers are identified, the next step is to think about what to market to them, what is the City going to sell them, what services is the City going to provide them? For example, Mr. Reid felt that Brigham City needs an outlet mall. He added that it might not be possible because he has not done any investigation on it, but he suggested this be an anchor. The City has to build the community for the 20-30 year olds, with some elements for the seniors. Identify what construction has to happen for the seniors, which is mostly medical, living and services. Identify where this should be. He suggested some of it be on West Forest. He suggested the south end of Main Street should have senior activities, such as a care center, along with some retail that will support this, and some housing.

Mayor Christensen suggested the Council have a study group with students from the university. Chief Tittensor suggested the Chamber of Commerce be involved as well. Mr. Reid agreed this would be a good idea. The Council and staff should look at Brigham City as a business. The City is competing with Ogden, cities in Idaho, cities in Colorado, and up and down the Wasatch Front. Brigham City's niche is "Brigham City, the Beautiful" and everything that represents. This is what sets Brigham City apart. Ogden City is not beautiful; Layton is not beautiful, it is a strip mall from one end to the other; Salt Lake City is not beautiful. Brigham City has identity, beauty, safety, and good families. Now you have to identify this new customer and how to fold that great City into this new customer and identify with what elements the City has to bring in to attract that customer and hold that customer. If they move to Perry at middle age, Brigham City needs to have some things that will cause them to come to Brigham City to shop. He said it is actually better to have fewer single family homes and have more economics, more retail. It is better to have other people spending money in the community rather than living here. When they live here, the City pays for more infrastructure.

Mr. Reid said the City should try to keep the current average age in Brigham City, which is 43. This will keep the balance as it is.

Mr. Shinkle said he has a plan to bring 1,000 19-year-olds to Brigham City. He has empty classrooms all day long. They have 1,000 students at night and none during the day. He can market to LDS families, who love to send their children to Utah for school, and he can do it at resident tuition rates. By 2012, they will be 26. This is 1,000 college students that are going to attract businesses. There will have to be housing for those students from September through April. He then plans to go to Arizona and bring seniors to live in the housing during the summer and play golf on the golf course and go to the museums. Mr. Reid said if Mr. Shinkle can actually do that, it should be in the downtown.

Mr. Reid suggested the Council and staff think about what has been discussed for two weeks and then set another meeting. Think about the new generation, and the responsibility entrusted to build a community. Think about the mission to build the building blocks for the next generation. Think about your mission as an individual councilmember, your contribution to make this work. Think about it, talk to family members about it, talk to people between 20-30 and find out how Brigham City can be hip and traditional.

The meeting adjourned at 10:01 p.m.